

High Tech Focal Points

Why focus on the High Tech Market?

The technology sector offers a wide range of products and services for both customers and other businesses. Consumer goods like personal computers, stereos and televisions are continually improved and upgraded, offering the latest technology to all users. Because the high-tech sector of the economy develops or uses the most advanced technology known, it is often seen as having the most potential for future growth. This perception has led to high investment in high-tech sectors of the economy. High-tech sectors classify industries according to their technology intensity, product approach according to finished products. Some of these include: Aerospace, Artificial Intelligence, Biotechnology, Software, Electrical Engineering, Photonics, Nanotechnology, Nuclear Physics, Robotics and Telecommunications.

Paper♥Mate®

Sharpie®

EXPO®

Proven Sellers in the High Tech Market



Promotional Ideas for the High Tech Market

- **Stay Ahead of the Curve** - The software industry expanded greatly with the rise of the personal computer. In today's world, software moves at the speed of light and there is a growing market for games, applications, and utilities. With this boom, expand your reach to include app developers, software engineers and gamers so their promotional message gets noticed. The sleek new Sharpie Stainless Steel Pen is sure to stand out among the crowd.
- **Celebrate the Moment** - Telecommunications play an increasingly important role in the world economy and the worldwide telecommunication industry's revenue was estimated to be \$2.7 trillion by 2013. That growth is sure to be something you can leverage with customers. The cycle of new gadgets hitting the street is moving faster every day and the celebration that comes with the newest innovations is increasingly important. Highlight a new launch with the addition of promotional pens to reinforce the message!
- **Thanks a Million** - No matter what the industry, there comes a time when a thank-you can go a long way in building relationships. Instead of verbally expressing gratitude to those with whom you have done business, present them with thoughtful gifts. Giving these tokens of appreciation can help enhance your relationship with the associate - a potentially wise business move.